

9/9/7 (Item 6 from file: 351)

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Foldable machine readable retail card - allows the customers details to be printed on the card at the same time as the bar code

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GB 2313340 A 19971126 GB 9610973 A 19960524 B42D-015/10 199750 B

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Abstract (Basic): GB 2313340 A

A plastic tag comprises a first portion (10a) and a flap connected by a film hinge (10c). A machine readable code is printed onto one side of the flap (10b) such that the printed side of the flap lies against the first portion. Preferably, the tag is formed with a hole (12) to enable the tag to be fitted to a key ring. The first portion additionally comprises a tongue (14), defined by a slit, enabling the tongue to be pressed out of the plane of the first portion. The flap can be retained between the tongue and the first portion when in its folded position. The tag can be made from extruded polypropylene.

USE - This card allows a computer to keep track of all the amounts spent by a customer and to award that customer loyalty points accordingly.

ADVANTAGE - It is desirable to allow loyalty points resulting from the purchase of more than one person to be credited to the same account eg. for members of the same family. There is a danger, however, that tags may not be collated correctly during mailing and that different tags may have different codes entered on them. To avoid this difficulty, it has been suggested to mount blank tags on a paper carrier and to record the identification code by printing a machine readable bar code on them at the same time as printing the customers details, eg. the name and address.

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Title Terms: FOLD; MACHINE; READ; RETAIL; CARD ; ALLOW; CUSTOMER; DETAIL;
PRINT; CARD ; TIME; BAR; CODE

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